

ALTMAN'S STORE ANOTHER FIFTH AVENUE PALACE

All New York's Women
of Fashion Flocking to
Inspect It.

Another place has opened its doors
this time it is the splendid new home

of A. Altman & Co., who have moved

from their old quarters at Sixth ave-

and Eighteenth street into one of the

most elegant mercantile structures in the

world.

All day long the beautiful building

was thronged with fashionable women

and it is safe to say that not a woman

in New York interested in the line of

goods carried by this firm will fail to

visit the grandiose store, whose fine

equipment and artistic decorative ef-

forts make it one of the show places

of New York.

From early morning until evening our

customers were getting acquainted with

their new surroundings, and now ones

were visiting the various departments

which have been arranged as nearly

as possible in the order of the old store.

Fresh Stock for the First Time.

The new Altman store at Fifth ave-

nue, Thirty-fourth and Thirty-fifth

streets, whose completion, just been

subject of interest for over a year, is

the stories high. Architecturally it is

classic in style and the exterior of the

store is a masterpiece of stone.

The interior, with its perfect facilities,

new lighting, heating and ventilating

systems, is a dream over which woe

invaded many "Ones" and "Ahs" of

admiration.

Electricity Like Sunlight.

The immense rotunda in the centre of

the building is one of the most beautiful

and striking features of the store. Al-

ternating tier of balconies extending

outward like great wings, giving a sense

of white and pale yellow side deco-

rations casts the light into the great

store. The rotunda is almost square, and

the distance from floor to ceiling is

one hundred and four feet, and the

lighting during the day, is located in

a novel manner by electricity. The

lights are not seen from without, and the

store has the same effect as sunlight.

The general effect of the interior is

white with the white columns rising

throughout, and the structure, but the

ceiling and the draperies in the various

departments, the offices and the

cases, are mahogany.

The bronze elevators, which are

especially attractive in the new

store, are made especially attractive

and the marble stairs, with their bronze

railings, make the big commercial

store a real attraction.

"Have you seen the adorable waiting

room?" asked a woman visitor who

had been up on the fourth floor. "It's

easy to find Your Way About.

"The neatest thing about the whole

store," said an admiring customer, "is

that it's just like the old store, only

better and finer. You can find your

way about just the same as on Sixth

Street, and the system the manage-

ment has endeavored to carry out in

the new store is not changed to

the slightest. All classes of mer-

chandise represented in the old store are

represented in the new store, and

the quality is kept, and, above all things,

A. Altman & Co. want their customers

to be satisfied with the location.

People think that because the store

has moved to Fifth avenue, the prices

will be so-called Fifth avenue prices.

Instead of that there is one slight

difference in the cost of some of the

goods. "The new Altman store is the

same as the old, only it is enlarged and

modernized," said an enthu-

siasmatic customer.

The general plan of the new store on

Fifth avenue is such that customers

walk and little difficulty in locating

the goods they desire.

Inside are the plazas of the declassé

and made-up suit departments on

the third floor. The departments for

household linens and blankets have also

been given a special department on

this floor, while the rug and drapery de-

partments occupy the fourth floor.

The room east end of the fourth

floor is given over to rugs, wide draw-

ers and upholstery occupy the west

end. **Third Floor for Millinery.**

It is on the third floor that feminine

outfits were made, cutaway to-day.

The new quarters of the millinery, the

three divisions of the gowns, the

three made-up suits and made-to-

measure suits, are enough to entrance any

woman.

The partners are all in white and gold

woolens and mohair.

The special evening room for the dis-

play of gowns is one of the artistic

rooms of the new store. White and

gold decorations are used throughout

the room, with gold furniture and

linen-cloth walls.

The room west end of the fourth

floor is given over to men's wear,

and the room south end of the fourth

floor is given over to hats.

The room north end of the fourth

floor is given over to men's wear,

and the room east end of the fourth

floor is given over to hats.

The room south end of the third

floor is given over to men's wear,

and the room north end of the third

floor is given over to hats.

The room east end of the second

floor is given over to men's wear,

and the room west end of the second

floor is given over to hats.

The room south end of the first

floor is given over to men's wear,

and the room north end of the first

floor is given over to hats.

The room east end of the basement

is given over to men's wear,

and the room west end of the basement

is given over to hats.

The room south end of the basement

is given over to men's wear,

and the room north end of the basement

is given over to hats.

The room east end of the top floor

is given over to men's wear,

and the room west end of the top floor

is given over to hats.

The room south end of the top floor

is given over to men's wear,

and the room north end of the top floor

is given over to hats.

The room east end of the top floor

is given over to men's wear,

and the room west end of the top floor

is given over to hats.

The room south end of the top floor

is given over to men's wear,

and the room north end of the top floor

is given over to hats.

The room east end of the top floor

is given over to men's wear,

and the room west end of the top floor

is given over to hats.

The room south end of the top floor

is given over to men's wear,

and the room north end of the top floor

is given over to hats.

The room east end of the top floor

is given over to men's wear,

and the room west end of the top floor

is given over to hats.

The room south end of the top floor

is given over to men's wear,

and the room north end of the top floor

is given over to hats.

The room east end of the top floor

is given over to men's wear,

and the room west end of the top floor

is given over to hats.

The room south end of the top floor

is given over to men's wear,

and the room north end of the top floor

is given over to hats.

The room east end of the top floor

is given over to men